

AGENDA BILL**Beaverton City Council
Beaverton, Oregon****SUBJECT:** Contract Award for Downtown Equity
Strategy Professional Services**FOR AGENDA OF:** 03-16-21 **BILL NO:** 21069**CITY MANAGER'S APPROVAL:** **DEPARTMENT OF ORIGIN:** CDD Cheryl Twete**DATE SUBMITTED:** 03-05-21**CLEARANCES:** City Attorney WBKPurchasing TMFinance PODev Div CP**PROCEEDING:** CONSENT AGENDA
(CONTRACT REVIEW BOARD)**EXHIBITS:** 1. List of Proposers**BUDGET IMPACT**

| EXPENDITURE | AMOUNT | APPROPRIATION |
|--------------------|-------------------|-------------------|
| REQUIRED \$68,333* | BUDGETED \$50,000 | REQUIRED \$18,333 |

* Account Number 001-70-0662-10-511 The FY 2020-21 Adopted Budget included \$50,000 for this contract. The \$18,333 Appropriation Required is recommended to be included in the FY 2021-22 Recommended Budget to be reviewed by the Budget Committee in May 2021, and adopted by City Council in June 2021.

RECOMMENDED ACTION:

City Council, acting as the Contract Review Board, (1) awards the contract for Downtown Equity Strategy Professional Services to Vision Action Network of Beaverton, Oregon (Vision Action Network), for an amount not to exceed \$205,000 total, for which the City's portion will not exceed \$68,333 and in a form approved by the City Attorney, and (2) directs the Finance Director to include an additional appropriation of \$18,333 in the FY 2021-22 Recommended Budget to fully fund the City's portion of the contract.

HISTORICAL PERSPECTIVE:

The City and the Beaverton Urban Redevelopment Agency (BURA) are poised to change Beaverton's downtown for generations through significant investments in public infrastructure, private development and other City programs and activities. The City and BURA desire to develop a downtown equity strategy to guide these investments and other City initiatives to ensure that downtown Beaverton is an inclusive place for racially diverse and other historically marginalized communities, and that involuntary displacement as a result of these investments is prevented, minimized and mitigated.

Displacement can refer to demolition of homes or businesses, rising housing costs and commercial rents that price out existing residents and businesses, and cultural displacement that occurs through changes in the aspects of a neighborhood that have provided people of color with a sense of belonging and connection – including businesses, community institutions and other amenities. Potential displacement can occur both within the urban renewal area and in areas adjacent to it, like the Allen Boulevard Corridor area. Therefore, the City and BURA are joining together to fund this opportunity.

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Creating and implementing a downtown equity strategy will help all Beaverton residents benefit from these changes. It will also help the BURA and the City thoughtfully navigate decision-making to avoid negative consequences for areas within and adjacent to the Urban Renewal Area.

INFORMATION FOR CONSIDERATION:

The City and BURA are seeking the services of a consultant to create this downtown equity strategy that will be used to guide future investment and public redevelopment efforts.

On December 28, 2020, the City and BURA advertised a Request for Proposals (RFP) for Downtown Equity Strategy professional services in the Portland Daily Journal of Commerce, on the City website and on ORPIN (State of Oregon procurement website) with a response due date of February 1, 2021. The due date was subsequently extended to February 8, 2021. Four proposals were submitted to the City and BURA. A committee consisting of five staff members from Community Development and Community Services and Engagement, as well as two community members reviewed and scored the proposals and made the award recommendation. Three firms were selected to interview with the committee on March 3, 2021 and the committee finalized its recommendation following the interviews.

The committee examined many factors to evaluate the proposals, including: knowledge, experience and qualifications of project team members and firm, project approach and understanding, relevant experience and references, Beaverton Equity Procurement Program, and contract price. After reviewing the submissions and conducting interviews, the committee recommended that the proposal for the Downtown Equity Strategy be awarded to Vision Action Network of Beaverton, Oregon, the highest ranked proposer. Vision Action Network is a nonprofit convener and facilitator in Washington County and will serve as prime contractor on a project team consisting of four culturally-specific community-based organizations (Adelante Mujeres, Asian Pacific American Network of Oregon, Bienestar and Coalition of Communities of Color) and one private firm (ECONorthwest), all of which have a substantial history of partnering with local jurisdictions to develop strategies and tools that advance racial equity. The project team members also have significant and well regarded experience working in Beaverton and Washington County.

The project is expected to take approximately one year from the time of contract signing and will span FY 2020-21 and FY 2021-22.

BURA and the City will jointly provide funding for the consultant team, and BURA will manage and oversee the work done by the selected consultant. Once the consultant provides the final draft strategy to BURA, BURA will share the results and framework with the City Council for its consideration. If adopted by both agencies, the strategy would serve as a single framework to guide their respective work going forward.

BURA and the City entered into an intergovernmental agreement (IGA) on January 26, 2021, which provided that 1) BURA will provide two-thirds of the funding for this work, and the City will provide the remaining one-third; 2) the project budget is anticipated to be \$150,000; and 3) if additional costs associated with the project are incurred, each party will pay its proportionate cost up to 25 percent of the original contract amount.

While Vision Action Network provided a proposal that met the \$150,000 project budget, they strongly recommended an augmented scope that fully meets the intended project outcomes. The recommended scope and proposal is for a contract price of \$204,700 and ensures high caliber community engagement, training, strategy development and guidance on institutionalizing racial equity in our work going forward. The proposal review committee believes the recommended scope will best meet the needs of BURA and the City.

Since the recommended scope exceeds the anticipated budget by more than 25 percent, staff is requesting approval for the additional expenditure as required by the IGA. The additional expenditure from BURA is currently available in the existing BURA FY 2020-2021 Budget. If approved by City

Council, the Finance Director will include the additional \$18,333 expenditure for the City's portion of this contract in the FY 2021-22 Recommended Budget to be reviewed by the Budget Committee in May 2021 and adopted by City Council in June 2021.

**BEAVERTON URBAN REDEVELOPMENT AGENCY AND
CITY OF BEAVERTON**

PROPOSALS RECEIVED

**REQUEST FOR PROPOSAL
DOWNTOWN EQUITY STRATEGY**

Solicitation #3762-21B

Closed: February 8, 2021 at 2:00 PM

Proposals Submitted:

- 1. BDS Planning & Urban Design – Seattle, WA**
- 2. CultureBrokers, LLC – Minneapolis, MN**
- 3. The MultiCultural Collaborative – Portland, OR**
- 4. Vision Action Network – Beaverton, OR**